

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of Wassmann et al.  
Serial No. 10/653,708  
Filed September 2, 2003  
Confirmation No. 2692  
For BRANDING FRAMEWORK

Art Unit 2191

February 20, 2007

**AMENDMENT A**

TO THE COMMISSIONER FOR PATENTS,  
SIR:

In response to the Office action mailed November 20, 2006, please enter the following amendments:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the claims** are reflected in the listing of claims, which begins on page 4 of this paper.

**Remarks** begin on page 11 of this paper.